

## 2013 ANNUAL EEO PUBLIC FILE REPORT

### Station WUSF (FM), WSMR (FM) & WUSF-TV, Tampa, FL

*Period Covered by this Report: October 1, 2012 through September 30, 2013*

#### **I. Full-time vacancies filled during the period**

1. Job Title: Assoc. Director of Development-Tampa	Date filled: 11/26/12
2. Job Title: Unit HR Coordinator	Date filled: 12/10/12
3. Job Title: Development Specialist	Date filled: 12/17/12
4. Job Title: Broadcast/Maintenance Engineer, WUSF-TV	Date filled: 05/28/13
5. Job Title: Assoc. Director of Development-Sarasota	Date filled: 07/22/13
6. Job Title: Broadcast Account Executive	Date filled: 09/30/13

#### **II. Each recruitment or referral source used to seek candidates for each vacancy**

1. Job Title: Assoc. Director of Development-Tampa		Date filled: 11/26/12	
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>	<i>Interviewed/Hired</i>
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395	yes(2)/no
WUSF.org	Willow Wright	USF-TV100/813-905-6908	yes(2)/no
Association of Fundraising Professional CPB	Kim Moyes	<a href="mailto:afpfl@verizon.net">afpfl@verizon.net</a> /941-921-5410	yes(2)/no
NETA Online	Carol Mah	<a href="mailto:cmah@cpb.org">cmah@cpb.org</a> /202-879-9686	no/no
PBMA	Maryanne Schuessler	<a href="mailto:Maryanne@netaonline.org">Maryanne@netaonline.org</a>	no/no
Word of Mouth	<a href="mailto:info@pbma.org">info@pbma.org</a>		no/no
			yes(1)/yes
2. Job Title: Unit HR/Financial Coordinator		Date filled: 12/10/12	
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>	<i>Interviewed/Hired</i>
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395	yes(2)/no
WUSF.org	Willow Wright	USF-TV100/813-905-6908	no/no
CPB	Carol Mah	<a href="mailto:cmah@cpb.org">cmah@cpb.org</a> /202-879-9686	no/no
Word of Mouth	Cerise Mullings	USF-SVC2172/813-974-5393	yes(1)/yes
3. Job Title: Development Specialist		Date filled: 12/17/12	
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>	<i>Interviewed/Hired</i>
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395	yes(3)/no
WUSF.org	Willow Wright	USF-TV100/813-905-6908	yes(2)/no
Word of Mouth	David Yearwood	USF-TV100/813-8626	yes(1)/yes
4. Job Title: Broadcast/Maintenance Engineer, WUSF-TV		Date filled: 05/28/13	
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>	<i>Interviewed/Hired</i>
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395	yes(2)/yes
WUSF.org	Willow Wright	USF-TV100/813-905-6908	no/no
HigherEdJobs.com	Michel Ferrell	USF-SVC2172/813-974-5395	no/no
Word of Mouth			no/no

Source	Contact	Address/Tel#	Interviewed/Hired
5. Job Title: Assoc. Director of Development-Sarasota		Date filled: 07/22/13	
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395	yes(2)/no
WUSF.org	Willow Wright	USF-TV100/813-905-6908	yes(1)/no
Higheredjobs.com	Michel Ferrell	USF-SVC2172/813-974-5395	no/no
Association of Fundraising Professionals	Kim Moyes	<a href="mailto:afpfl@verizon.net">afpfl@verizon.net</a> /941-921-5410	yes(2)/no
CPB	Carol Mah	<a href="mailto:cmah@cpb.org">cmah@cpb.org</a> /202-879-9686	no/no
NETA Online	Maryanne Schuessler	<a href="mailto:Maryanne@netaonline.org">Maryanne@netaonline.org</a>	no/no
PBMA	<a href="mailto:info@pbma.org">info@pbma.org</a>		no/no
Word of Mouth	Scot Kaufman	USF-TV100/813-974-8667	yes(1)/yes

Source	Contact	Address/Tel#	Interviewed/Hired
6. Job Title: Broadcast Account Executive		Date filled: 09/30/13	
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395	no/no
Higheredjobs.com	Michel Ferrell	USF-SVC2172/813-974-5395	no/no
WUSF.org	Willow Wright	USF-TV100/813-905-6908	yes(1)/no
WUSF Facebook	Kellie McCorry	USF-TV100/813-974-6916	no/no
Tampa Tribune	Robin Lankton	<a href="mailto:rlankton@tampatrib.com">rlankton@tampatrib.com</a> /813 259-7766	no/no
Tampa Bay Times	Kerry O'Reilly	<a href="mailto:koreilly@tampabay.com">koreilly@tampabay.com</a> /727 893-8411	yes(1)/no
Monster.com	Pulls from Tampa Bay Times		yes(2)/yes
Word of Mouth	Heidi Slayton	Wenstrom Comm/727-791-4976	yes(1)/no

**III. Total number of persons interviewed for all full-time vacancies filled during period:**

1. Job Title: Assoc. Director of Development-Tampa	Date filled: 11/26/12	7
2. Job Title: Unit HR Coordinator	Date filled: 12/10/12	3
3. Job Title: Development Specialist	Date filled: 12/17/12	6
4. Job Title: Broadcast/Maintenance Engineer	Date filled: 05/28/13	2
5. Job Title: Assoc. Director of Development-Sarasota	Date filled: 07/22/13	6
6. Job Title: Broadcast Account Executive	Date filled: 09/30/13	5

**IV. Total number of interviewees for all full-time vacancies filled during period per source:**

Source	Contact Person	Address	Tel.No.	Interviewees
Association of Fundraising Professionals	Kim Moyes	<a href="mailto:afpfl@verizon.net">afpfl@verizon.net</a> /941-921-5410		4
CPB	Carol Mah	<a href="mailto:cmah@cpb.org">cmah@cpb.org</a> /202-879-9686		0
Higheredjobs.com	Michel Ferrell	USF-SVC2172/813-974-5395		0
Monster.com	Pulls from Tampa Bay Times			2
NETA Online	Maryanne Schuessler	<a href="mailto:Maryanne@netaonline.org">Maryanne@netaonline.org</a>		0
PBMA	<a href="mailto:info@pbma.org">info@pbma.org</a>			0
Tampa Bay Times	Kerry O'Reilly	<a href="mailto:koreilly@tampabay.com">koreilly@tampabay.com</a> /727 893-841		1
Tampa Tribune	Robin Lankton	<a href="mailto:rlankton@tampatrib.com">rlankton@tampatrib.com</a> /813 259-7766		0
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395		11
Word of Mouth				5
WUSF Facebook	Kellie McCorry	USF-TV100/813-974-6916		0
WUSF.org	Willow Wright	USF-TV100/813-905-6908		6

## V. **EEO Outreach activities during the reporting period:**

### A. **Job Advertising**

When filling job vacancies, WUSF Public Media targets minorities and minority groups in the broadcasting business and practices pro-active recruiting by making direct contact and encouraging applications for advertised positions. In addition WUSF Public Media does the same for its non-broadcast business unit. When a posted position reaches the posting end date and the pool of candidates is not acceptable in terms of diversity, said position posting is extended and the advertising venues expanded to specifically seek out minority candidates.

When applicable to the nature of the job vacancy, ads are submitted to national minority job resource centers such as the National Association of Hispanic Journalists, National Association of Asian Journalists, National Association of Black Journalists and NPR's minority posting board. All full-time and part-time vacancies are posted on the WUSF Public Media and the University of South Florida's websites along with additional postings on various sites as deemed beneficial. All Directors level and above positions are advertised nationally and relocation assistance is provided when needed. In addition, the public is notified and invited to Search Committee meetings and to listen in on candidate interviews.

### B. **Job Tours, Part-time Jobs, and Internships**

**Job Tours-** College students at The University of South Florida that took the Introduction to Mass Communications course were given tours. Throughout the year, tours were provided upon request to local k-12 students, scout troops, and other students interested in visiting the station. The University of South Florida's *Bring Your Child to Work Day* allows those students interested in broadcasting to spend time at the radio and television stations.

**Part-time jobs and Internships** - Public Broadcasting provided four opportunities, each semester as well as the summer session, over the past year for Federal Work study students on a part time basis to work in several areas throughout the station. These positions provide an excellent opportunity for college students to earn income while acquiring necessary skills for continued employment in the industry. These students work in a variety of departments and areas that include general office, finance, sales, web design, production, traffic, newsroom, and music library. Minorities and students with disabilities were encouraged to apply.

### C. **Staff Members Encourage Interest in Broadcast Careers**

Talented members of our WUSF News Department helped to foster journalism careers for a number of informal interns. Our news reporters, as well as the News Director, work very closely with students that are currently at the bachelor and masters level. Our News staff has worked diligently to help the students shape their stories, learn technical skills, learn how journalistic ethics applies to broadcast and find sources for story content. Our interns and Federal Work study students on occasions have had their stories carried nationally by NPR.

### D. **College Credit Course**

Another effort to encourage interest in broadcasting careers was continued this year through the offering of a college credit course at our facilities on USF campus. This course is offered in partnership with the USF College of Mass Communications, who provides a professor of record. The course, **Advanced TV Production and Direction**, is presented in the Fall Academic Semester and is led by a WUSF staff member and supported by others from News, Production and Programming.